MAKE
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IDENTITY GUIDELINES

APRIL 2019 - EN

WSM

We Social Movements

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PRESENTATION

75 % of the world population does not have decent work, let alone a decent life. And even more people are left to their own devices when they are ill, unemployed or old.Decent work and social protection are not privileges, but human rights. They are also the best insurance against poverty and exclusion.

Promoting the right to decent work and to social protection; Preventing and eradicating poverty and exclusion; That is what WSM does on a daily basis.

And we do not work alone, of course. We join forces with close to 100 social movements in Belgium and across 23 countries in Africa, Asia and Latin America: trade unions, health funds, micro-credit organisations, women organisations, youth organisations and organisations of older people.

These organisations are the driver of real changes on the ground: a living wage for garment workers in Bangladesh; affordable medical care for farmers in Mali; a professional baker's training for young people in Guatemala; a safe working place for miners in the Democratic Republic of Congo.

But real and sustainable change requires a global commitment and a systemic approach. For that reason we connect our partners in a network, at the national as well as the international level, in order to have a stronger voice when we claim our fundamental rights. We demand that people be put at the centre of policies and the global economy, while respecting the limits of our planet.

If you add your voice, our message will be even stronger.Changeons la donne!

Make change happen!

1. BRAND PLATFORM

OBSERVATION

All human beings are born free and equal in rights and dignity. But in fact, all over the world, the fundamental rights of many people are inadequately or not at all respected.

WHY?

We are convinced that both current and future generations have the right to a dignified life.

HOW?

Around the world, we strengthen social movements and unite them in a network, and together we defend fundamental rights to decent work and social protection.

WHAT?

We give men and woman the opportunity to learn and taken action collectively for their rights:

- By cooperating with social movements

- By creating a global commitment

- By demanding politicians and businesses to put people back in the centre of the economy

WHO?

VALUES
Social justice
Inclusion
Sustainability

PERSONALITY
Change Maker
Visionary
Humane

IDENTITY ELEMENTS

1. LOGO

The WSM logo is only composed of three letters whose construction is determined and can't be changed.

The logo is always accompanied by its baseline.

We Social Movements

2. VERSIONS

The logo is available in 3 versions in colour; the choice is determined by readability or technical constraints. The logo must be used in a contrasting way on a clear background.

a.   The 'default version' in positive green 'WSM'.

b.   The negative version is the white logo which is primarily used on the green 'WSM' background. The white logo can equally be used on other backgrounds or images but in these cases it's important to find a consequential 'green zone' on the same side of the document.

c.   The black version of the logo is reserved for black and white documentation.

d.   The black negative version is reserved for printed documents in black and white.

a.

WSM
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b.

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c.

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d.

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3. USES

PROTECTION ZONE The protection zone determined around the logotype ensures good visibility. No other visual element than the background on which it is located should appear in this zone.

The protection zone is defined by the height of the 'W' of the logotype itself.

protection zone

MINIMAL SIZE A minimum logo usage size was determined to ensure readability.

The minimum size of the logotype with its baseline = 24 mm.

9 mm

24 mm

4. TYPEFACES

Typography is an integral part of WSM's identity. Montserrat is a simple, modern font and has several bold and italic options that allow a good content prioritisation.

Montserrat is a freely available font, it can be downloaded for free on https://fonts.google.com/specimen/Montserrat.

Text colour should always be 85% black to soften the text.

Montserrat Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 (, ; : + = & # @ ! ?)

Montserrat ExtraBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 (, ; : + = & # @ ! ?)

Montserrat Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 (, ; : + = & # @ ! ?)

Montserrat SemiBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 (, ; : + = & # @ ! ?)

Montserrat Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 (, ; : + = & # @ ! ?)

Montserrat Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 (, ; : + = & # @ ! ?)

Montserrat Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 (, ; : + = & # @ ! ?)

Montserrat ExtraLight

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 (, ; : + = & # @ ! ?)

4. TYPEFACES

SUBSTITUTION Arial can be used as a substituting font for 'Office' applications and when, for technical reasons solely, the preferred font (Montserrat) can't be used.

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 (, ; : + = & # @ ! ?)

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 (, ; : + = & # @ ! ?)

Text colour should always be 85% black to soften the text.

5. COLOURS

The main colour for WSM is green specifically for its identity and whose conversions have been established to suit all uses.

A range of colours is available to boost communication, prioritise content or create graphics and infographics.

a.   Main colour

b.   Secondary colours

the secondary colours are presented in order of priority of use

a.

b.

WSM GREEN

CMYK	87 18 55 06
PMS	569 U
PMS	569 C
RAL	190 50 30
RGB	44 143 130
HEXA	#2c8f82

CMYK	0 28 94 0
RGB	252 190 0
HEXA	#FCBE00

CMYK	0 70 78 0
RGB	237 104 61
HEXA	#ED683D

CMYK	38 0 64 0
RGB	177 209 120
HEXA	#B1D178

CMYK	9 8 14 0
RGB	235 231 221
HEXA	#EBE7DD

CMYK	93 60 12 0
RGB	0 94 156
HEXA	#005E9C

CMYK	99 69 36 26
RGB	0 66 100
HEXA	#004264

CMYK	3 90 27 0
RGB	226 52 113
HEXA	#E23471

6. FOCUS & BASELINE

The focus, part of the graphic line, allows support and focus on a specific element of the layout. It will always be in WSM yellow.

The baseline can be in WSM green or negative on a green background or image.

Examples of use are detailed in the following pages.

a. Focus

b. Baseline, this is always positioned in the extension of the lower and right axes of the square «FOCUS» at the open corner.
It should be noted that although its position is fixed, its size may vary according to the needs of use.

a.

b.

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7. PARTIAL FOCUS & TEXT

The partial focus, the open corner, reinforces a text element such as a title for example.

In this configuration the position of the title is fixed but its size can vary according to the support and does not have to organise itself on 3 lines.

a.   Open corner

b.   Text, it is always positioned in the extension of the inferior axes and right of the open corner.

a.

TITRE EXEMPLE

b.

6. FOCUS

Focus is used to reinforce and graphically support WSM's message.
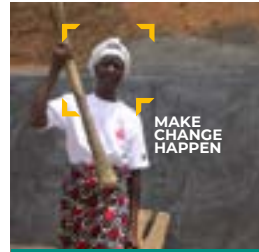It can be used:
- in its full version, 4 corners, to highlight a visual element (image). It then focuses on the human and supports the baseline (a.)
- in its partial version, the open corner, it reinforces a single element of text (baseline, verbatim, title ...) (b. & c.)

a.   Advertisement

b.   Business card

c.   Presentation

a.

b.

c.

APPLICATIONS

1. STATIONARY

All the documents that make up the stationery are available as editable indesign templates. The letterhead is also available as a Word template.

a. Letterhead
font of the indesign template: Montserrat
font of the Word template: Arial
lateral margins = 9 mm
upper and lower margins = 12 mm
logo size = 1/5 of the distance between the margins

b. Business Cards
font of the indesign template: Montserrat
lateral margins = 6 mm
upper and lower margins = 8 mm
largeur logotype = distance entre les marges
recommended paper = Olin Rough Absolute white 300 g.

c. Enveloppe
font of the indesign template: Montserrat
lateral margins = 9 mm
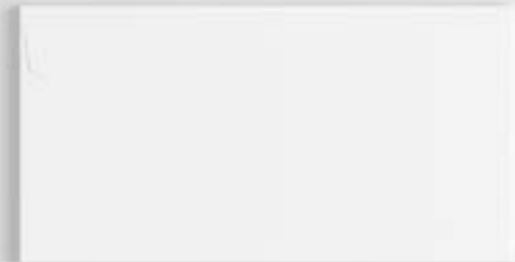upper and lower margins = 12 mm
logo size = same as letterhead
recommended paper = Offset Antalis Premium available with and without window.

a.

c.

b.

2. BROCHURE

A brochure template is available in editable indesign format.

a. Cover
    font of the indesign template: Montserrat
    lateral margins = 9 mm
    upper and lower margins = 12 mm
    logo size = 1/3 of paper format
    green banner = 1/3 of the height

b. Inner pages
    font of the indesign template: Montserrat
    un gabarit est disponible.
    lateral margins = 9 mm
    upper and lower margins = 12 mm
    green/image banner = 1/3 of the height

a.

b.

3. ADVERTISEMENT

Un modèle d'annonce type est disponible en gabarit indesign éditable.

An advertisement template is available in editable indesign format.

Font of the indesign template: Montserrat

Lateral margins = 9 mm

Upper and lower margins = 12 mm

Logo size = 1/3 of paper format
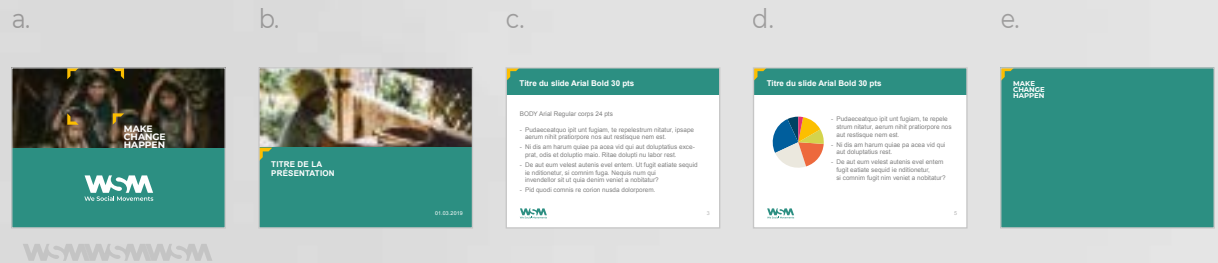
Green banner = 1/3 of the height

4. POWERPOINT

A PowerPoint presentation template is available in .pptx format. The font used for PowerPoint is Arial.

a. Front page
    lateral margins = 36 px
    upper and lower margins = 48 px
    logo type = 1/3 of the distance between the margins

b. Title page
    lateral margins = 36 px
    upper and lower margins = 48 px
    green banner = 1/2 of the height

c. Page type
    lateral margins = 36 px
    upper and lower margins = 48 px
    green banner = 1/6 of the height

d. Graphics page
    lateral margins = 36 px
    upper and lower margins = 48 px
    green banner = 1/6 of the height
    range from the secondary range see p.12

e. End page

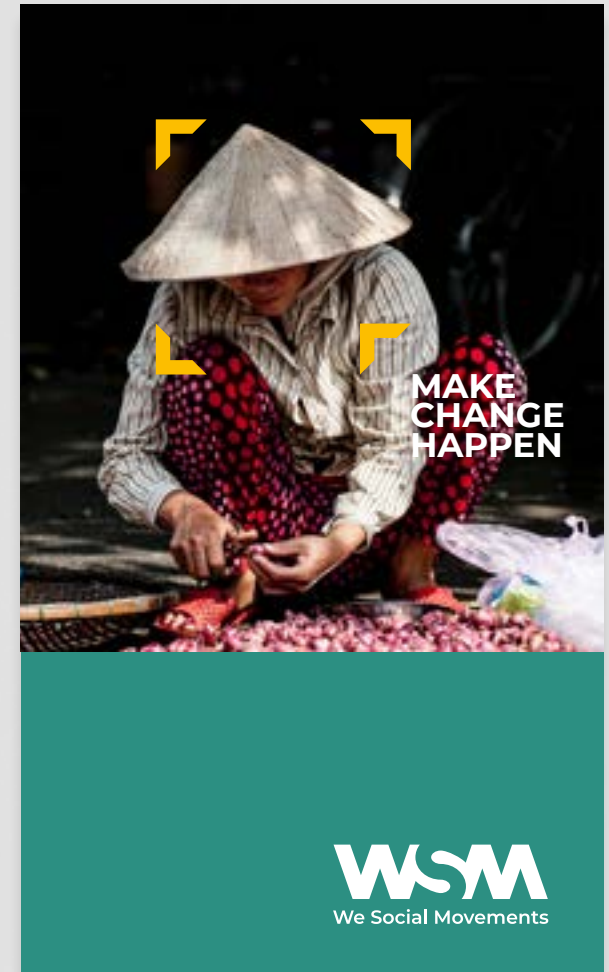a.   b.   c.   d.   e.

5. BANNERS

Standard banner models are available in editable indesign templates in the basic formats

a. Square 250 x 250 px
   lateral margins = 18 px
   upper and lower margins = 24 px
   logo size = 1/3 of the document format
   logo size = 1/3 of the height

b. Horizontal
   lateral margins = 18 px
   upper and lower margins = 24 px
   logo size = 1/3 of the document format

c. Vertical
   lateral margins = 18 px
   upper and lower margins = 24 px
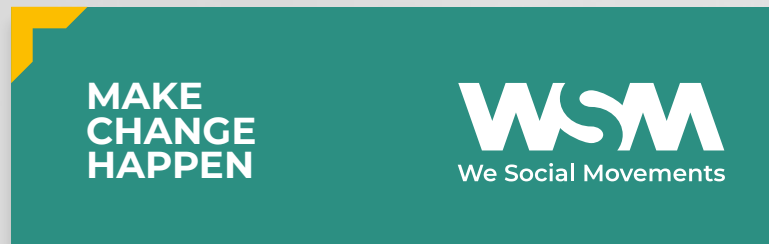   logo size = 1/3 of the document format

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b.

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6. EMAIL SIGNATURE

Email signature is an integral part of our identity.
Here we use Arial as substitution font in 85% black for technical reasons

WSM
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Name Surname - Job name
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DO YOU HAVE
ANY QUESTIONS?

For all questions and validations, the communication cell is happy to help you.

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